IDAHO *Adventure* Guide
Grid App™ Packages: *Premium*

A Grid App is a mobile app that is built by Affinity Amp and managed on the Affinity Mobile Platform for iPhone, iPad, Android and Mobile Web. There are three parts to an Affinity Grid App.

- *The design and building of the app itself*
- *The publishing of the app in the iTunes and Google Play marketplaces*
- *The distribution of the app in association with The Idaho Travel Guide*

Some widgets are currently under development.

- *Share the Moment*
- *Share Itinerary*

RV PARKS & CAMPGROUNDS GRID APP

$2,500 DESIGN & SETUP + $100-$350/MO

Free Travel Guide distribution for 2012; TBD for 2013

- Standard graphic design
- Basic description summary and contact information
- Location Map & Business Hours
- Basic Features, Amenities & Fees
- Campground Full Alert
- Multimedia gallery of photos hosted on Flicker and videos hosted on YouTube
- Current Weather Conditions
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning – Add to Affinity List or calendar
- Special Events Calendar – Google calendar or other iCal feed
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
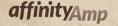- Mobile Content Portal – View analytics, modify offers & content

HOTEL/RESORT GRID APP

$2,000 DESIGN & SETUP + $100-$350/MO

Free Travel Guide distribution for 2012; TBD for 2013

- Standard graphic design
- Basic summary and contact information
- Inquiry form
- Basic property features and amenities
- Multimedia gallery of photos hosted on Flicker and videos hosted on YouTube
- Current Weather Conditions
- Itinerary Planning – Add to Affinity List or calendar
- Event Calendar – Google calendar or other iCal feed
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

SKI RESORT GRID APP

$4,500 DESIGN & SETUP + $100-$350/MO

Free Travel Guide distribution for 2012; TBD for 2013

- Standard graphic design
- Basic description summary and contact information
- Location Map & Business Hours
- Basic features and amenities
- Ski Mountain Description & Map
- Multimedia gallery of photos hosted on Flicker and videos hosted on YouTube
- Ticket Pricing
- Current Weather Conditions
- Current Road Conditions
- Ski Conditions (requires RSS feed)
- Grooming Report (requires RSS feed)
- Offer Deck – Special offers that can also be aggregated in regional offer decks
- Itinerary Planning – Add to Affinity List or calendar
- Special Events Calendar – Google calendar or other iCal feed
- Social Buzz – Facebook and Twitter streams
- Share the Moment – Social photo sharing with FB Fan Page included in Tag List and posted to User's FB wall
- Mobile Web and Social Presence – Mobile website, tracked QR code and social media URLs. Can be access from any desktop or mobile browser or QR code scanning app.
- Mobile App Placement – Idaho Adventure Guide Tablet Edition & Smart Phone Edition
- Mobile Content Portal – View analytics, modify offers & content

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